

Amendments to the Claims:

The following listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Canceled)
2. (Currently Amended) The electro-optical apparatus according to claim ~~1~~18,
~~the cover having a sidewall portion facing a side surface of the electro-optical device, and~~
~~the surface area increasing portion~~ increasing the surface area of the
sidewall portion.
3. (Currently Amended) The electro-optical apparatus according to claim ~~1~~18,
~~the surface area increasing portion having fins protruding outward from the~~
~~surface of the cover.~~
4. (Previously Presented) The electro-optical apparatus according to claim 3,
the fins being formed to correspond to the direction of the flow of cooling air
which is supplied from the outside of the mounting case.
5. (Original) The electro-optical apparatus according to claim 3,
the fins being provided in a straight shape.
6. (Currently Amended) ~~An electro-optical apparatus, comprising:~~
~~an electro-optical device having an image display region on which projection~~
~~light from a light source is incident; and~~
~~a mounting case including a plate disposed to face on surface of the electro-~~
~~optical device and a cover to cover the electro-optical device, a portion of the cover abutting~~
~~against the plate, the mounting case accommodating the electro-optical device by holding at~~
~~least a portion of a peripheral region located at a circumference of the image display region of~~
~~the electro-optical device with at least one of the plate and the cover,~~

~~the cover having a surface area increasing portion to increase the surface area thereof,~~

~~the surface area increasing portion having fins protruding from the surface of the cover,~~

~~The electro optical apparatus according to claim 3, the fins being arranged in a zigzag shape.~~

7. (Original) The electro-optical apparatus encased in the mounting case according to claim 6,

the fins, being arranged in the zigzag shape, include a first column of fins having a plurality of small fins, and a second column of fins extending in parallel with the first column of fins and having a plurality of small fins, and

one of the small fins of the plurality of fins that constitute the second column of fins being formed to be positioned adjacent to a gap between the small fins of the plurality of fins that constitute the first column of fins

8. (Original) The electro-optical apparatus according to claim 7,

the gap between the small fins being longer than a length of the small fin.

9. (Original) The electro-optical apparatus according to claim 7,

a pitch between the small fins, which includes the gap between the small fins, being 3 mm or more.

10. (Original) The electro-optical apparatus according to claim 7,

a height of the small fin being 0.5 mm or more, and a width of the small fin being 0.3 mm or more.

11. (Currently Amended) The electro-optical apparatus according to claim ~~1~~18,

the fins including the first column of fins and ~~the~~a second column of fins extending in parallel with the first column of fins, and

a gap between the first column of fins and the second column of fins being 1 mm or more.

12. (Previously Presented) An electro-optical apparatus, comprising:
- an electro-optical device having an image display region on which projection light from a light source is incident; and
- a mounting case including a plate disposed to face one surface of the electro-optical device and a cover to cover the electro-optical device, a portion of the cover abutting against the plate, the mounting case accommodating the electro-optical device by holding at least a portion of a peripheral region located at a circumference of the image display region of the electro-optical device with at least one of the plate and the cover,
- the cover having a surface area increasing portion to increase the surface area thereof,
- the surface area increasing portion including dimples provided to form concave portions on the surface of the cover.

13. (Currently Amended) The electro-optical apparatus according to claim 18, the cover being made of a material of high heat conductivity.

14-15. (Canceled)

16. (Currently Amended) A projection display apparatus, comprising:
- the electro-optical apparatus according to claim 18;
- the light source;
- an optical system to guide the projection light into the electro-optical device;
- a projection optical system to project the light emitted from the electro-optical device; and
- a cooling air discharging portion to supply cooling air to the electro-optical apparatus.

17. (Currently Amended) An electro-optical apparatus according to claim ~~1~~18, wherein the plate, cover, and the electro-optical device are stacked in a stacked direction, the ~~surface area increasing portion~~fins of the cover including a tapered surface tapered in the stacked direction, the tapered surface having an arched surface that extends in the stacked direction.

18. (New) An electro-optical apparatus, comprising:
an electro-optical panel including:
an image display region that receives light from an external source,
a peripheral region at the periphery of the image display region,
a side surface;
a plate that opposes a surface of the electro-optical panel, the plate including a side portion extending in parallel and in opposition with the side surface of the electro-optical panel;
a cover that, in cooperation with the plate, accommodates at least a portion of the peripheral region of the electro-optical panel, the cover including a side wall that opposes the side surface of the electro-optical panel, the side wall of the cover having an inner surface and an outer surface, the inner surface contacting the side portion of the plate and the outer surface including a plurality of fins at positions opposing the side portion of the plate.